The Fifth Estate

Broadcasting Nov 5

There's only one real king of comedy.
130 fast-paced half-hours.
C.B.S. Late Night COMEDY CLASSICS
Columbia Pictures Television

54th Year 1981

NBC resurgent

Vol. 107 No. 19

Broadcasting Nov 5

NBC on the ratings rebound
Final hours for campaign '84
Standards talk at SMPTE

TINKER TURNAROUND □ NBC has made dramatic rating improvements in its prime time schedule this fall, lifting itself into second place during nonspecial programing weeks. All that is making Grant Tinker, in the NBC catbird seat, a happy man. **PAGE 31.**

ELECTION SHOWDOWN □ Election campaigns head into final hours as both parties spending heavily in broadcast advertising. Broadcast journalists gear for mammoth election-night coverage. **PAGE 34.**

RADIO's WORLD □ Jankowski warns that not all radio networks may survive. **PAGE 36.**

STANDARD TALK □ Society of Motion Picture and Television Engineers convention hears plea for standards for half-inch VTR's and HDTV. **PAGE 37.**

NBC WINNER □ Jury throws out libel suit presidential candidate Lyndon LaRouche brought against NBC and awards network $3 million, saying it was damaged. **PAGE 38.**

REACHING 12 □ FCC Commissioner Dawson reiterates her desire to include an audience reach approach in modifying the multiple ownership rule. **PAGE 42.**

YES VOTE □ In comments at FCC, broadcasters support NAB-AMST plan for must carry of television stereo on cable systems. **PAGE 46.**

FORTUNE TELLER □ King World Prods. files SEC offering to sell 1.2 million shares for between $8 and $10 per share. **PAGE 48.**

NEW IN NEW YORK □ ABC opens radio production center for its radio networks. **PAGE 63.**

PROGRAM FAIR □ Fate of *NewsHour* highlights PBS program fair in Seattle. **PAGE 62.**

TIE IN FIVE □ CBS and NBC are in a dead heat for the ratings crown in week five of the prime time season. **PAGE 64.**

TAKING AIM □ Broadcast journalists rebut charges by Accuracy in Media that the media have underplayed questions about Ferraro. **PAGE 68.**

LIMITED APPEAL □ Survey of network sales heads and advertisers finds that split-30 second commercials have found a home, but may not expand much beyond their present use. **PAGE 72.**

CHICAGO GATHERING □ TVB annual convention to focus on "Managing the Future." **PAGE 74.**

ON THE TUBE □ Maker of contraceptive sponge testing television commercials in 15 markets. **PAGE 74.**

HIGH FIVE FOR HI NET □ Comsat General and Holiday Inn announce plans for venture to provide communications network for hotel chain. **PAGE 75.**

VIEWTRON CUTBACKS □ Knight-Ridder is paring down its videotex operation in south Florida. **PAGE 76.**

NRBA SHAKEUP □ McCoy out, Ferrara in at NRBA. **PAGE 79.**

STEADYING HAND □ New RKO Radio President Jerry Lyman brings a solid track record to job of running radio operation. **PAGE 103.**

INDEX TO DEPARTMENTS

Advertising & Marketing 72	Closed Circuit 7	For the Record 83	Monday Memo 28
Business 48	Datebook 22	In Brief 104	Open Mike 26
Business Briefly 14	Editorials 106	Journalism 66	Programing 62
Cablecastings 10	Fates & Fortunes 99	Law & Regulation 42	Riding Gain 68
Changing Hands 80	Fifth Estater 103	The Media 75	Stock Index 52

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INDEX TO ADVERTISERS A.F. Associates, Inc. 18 □ AT&T 69 □ AmeriTrust Company National Association 84 □ Associated Press Broadcast Services 14 □ Blackburn & Co., Inc. 80 □ Blair Radio 49 □ Blair Television 43 □ Centerpoint Distribution, Inc. 65 □ Chapman Associates 83 □ Classified Ads 88-98 □ Columbia Pictures Television Front Cover □ Continental Electronics 85 □ Embassy Telecommunications 12-13, 23, 25, 27 □ Encore Programs 6 □ Gammon & Ninowski Media Brokers, Inc. 82 □ The Gilmore Broadcasting Corp. Third Cover □ The Ted Hepburn Co. 81 □ Hughes Communications 20-21 □ Insurance Information Institute 67 □ Katz Communications, Inc. 57 □ KJRH 40-41 □ LBS Communications, Inc. 50-51 □ Lorimar 44-45 □ MCA TV 4, 6, 8-9 □ Media General Broadcast Services, Inc. 63 □ Metromedia Producers 53, 54-55 □ Microdyne Corp. 61 □ NATPE International 77 □ NBC News 39 □ NBC Radio Talknet 30 □ Orion Television Syndication 15 □ Otari Corp. 59 □ Professional Cards 87 □ Scripps-Howard Broadcasting 40-41 □ Services Directory 86 □ SONY Broadcast 16-17 □ Standard Rate & Data Service, Inc. 73 □ Joe Sullivan & Associates, Inc. 60 □ D.L. Taffner Syndication 58 □ Telepictures Corp. Second Cover/3 □ The Tobacco Institute 11 □ TWA Cargo Fourth Cover □ 20th Century Fox Television 19 □ Warner Bros. Television Distribution 29

CBS, NBC tie in week five

It was a draw in the national prime time ratings for the fifth week of the season, as both CBS and NBC tied for first with averages of a 16.5 rating and 26 share for the week ended Oct. 28. ABC averaged a 15.3/25.

For ratings watchers it was a curious week. The first Nielsen measurements made public put CBS ahead of NBC by four tenths of a rating point, but those ratings did not include football overruns on Sunday. The ratings were later revised to include football overruns—both CBS and NBC carried games that ran past 7 p.m.—and those showed that NBC slipped past CBS by one tenth of a rating point. However, after CBS analysts examined the new ratings, they claimed that Nielsen double-counted some of NBC's households and asked for another revision. Late in the week, with NBC concurring, Nielsen adjusted its estimate and the new averages showed CBS and NBC tied.

NBC won but one night: Tuesday. Two of its shows that night—*A Team* and *Riptide*—were among the top-10 rated shows of the week, and its third—*Remington Steele*—ranked 17th. The remainder of the week fell into a familiar pattern with CBS winning Monday, Thursday, Friday and Sunday, and ABC taking Wednesday and Saturday.

Among the top 10 shows, CBS had five, NBC had three, and ABC had two. For the second consecutive week, ABC's *Dynasty* was the top-ranked show, averaging a 26.3/39 and improving its performance by two-tenths of a rating point over the previous episode.

For the week, the networks had a combined average of 48.4/77, up from the previous week's average (47.5/78), but down somewhat in both rating and share from the comparable week last season (49.5/78).

In season-to-date averages, reported NBC researchers, NBC is the only network to show an improved rating and share over the comparable period a year ago. ABC and CBS have posted declines. For the first five weeks (Sept. 24-Oct. 28), NBC has averaged a 17.3/28 (up 13%), while CBS has averaged a 16.9/27 (down 6%), and ABC has averaged a 15.2/25 (down 14%). And although when the ratings for the World Series are excluded, NBC falls two-tenths of a rating point behind CBS in season-to-date averages, NBC researchers noted it is still the only network to show an increase over the comparable period last year—up 8% compared to an 8% drop for CBS and an 11% decline for ABC.

Highlights of the week, night by night:

■ CBS won Monday by four-tenths of a rating point over runner-up NBC in large part from the boost provided by *Cagney & Lacey* in the 10-11 p.m. period. NBC reclaimed the 8-9 p.m period with *TV Bloopers & Practical Jokes* over CBS's *Scarecrow & Mrs. King* but thereafter lost ground the rest of the evening as CBS steadily built momentum with its regular lineup of *Kate & Allie, Newhart* and *Cagney & Lacey*. ABC's *Call To Glory* at 8 p.m. averaged a 13.3/20, its second lowest rating in the past five weeks, and *Monday Night Football*, which followed, averaged a 15.4/27, down from the previous week's 16.5/28 but on par with its five-week average (15.4/26).

■ NBC mowed the competition Tuesday with its regular lineup of *A Team, Riptide* and *Remington Steele*. Meanwhile CBS, weighted down by a paid political half-hour at 8:30 p.m. for presidential candidate Lyndon LaRouche, clocked in with an average 10.7 rating for the evening—the lowest nightly average of any network for the week. ABC saw its share steadily decline throughout the evening, although excluding baseball playoffs in week number two it was the highest rated Tuesday (14.6 average) for that network this season. The third episode of ABC's *Who's The Boss?* earned an 18.3/27 in its new time period at 8:30 behind *Three's A Crowd*, up markedly from its last broadcast on Sept. 27 which averaged a 10.7/17.

■ ABC won Wednesday, as it has four out of five times this season, powered by its regular schedule of *Fall Guy, Dynasty* and *Hotel*. CBS, which averaged an 11.6 rating for the night, was weighted down by *Dreams*, ranking 76th out of 80 programs. NBC's *Highway To Heaven* averaged a 17.2/27 and ranked 28th for the week. CBS's TV movie, "With Intent To Kill," averaged an 11.8/19 and ranked 65th.

■ CBS easily took Thursday with *Magnum, P.I., Simon & Simon* and *Knots Landing*—all included in the top 10 shows of the week. Both *Magnum* and *Simon & Simon*, which averaged a 22.3/34 and 24.2/37, respectively, turned in their best performances of this season. And for the first time in five weeks, NBC's *The Cosby Show*, which averaged a 21.2/33, did not beat the half-hour of *Magnum* opposite it. But *Hill Street Blues*, carrying a 19.1/31 average, had its best rating yet this year.

■ CBS won Friday with dominance in the 9 to 11 p.m. block credited to *Dallas* and *Falcon Crest*. The 8 p.m. hour was a virtual three-way tie. The first episode of the series *V* on NBC averaged 15.4/26, while back-to-back special episodes of *Garfield* and *Peanuts* on CBS averaged a 15/26 and *Benson* and *Webster* on ABC had a combined average of 15.2/26.

■ ABC took Saturday, although it lost the 8 to 9 p.m. period to NBC's comedies, *Diff'rent Strokes* and *Gimme A Break*. ABC dominated the 9 to 11 p.m. period with *Love Boat* and *Finder of Lost Loves*.

■ CBS won Sunday, although its victory was principally due to *60 Minutes*, which averaged a 24/37. NBC's comedy block of *Punky Brewster* and *Silver Spoons*, opposite *60 Minutes*, was among the bottom three ranked shows of the week. But ABC clearly won the 9 to 11 p.m. period, as the TV movie, "Wet Gold," starring Brooke Shields, averaged an 18.3/30, and tied for 20th place with ABC's *Who's The Boss?* for the week.

Rank	Show	Network	Rating/Share
1.	Dynasty	ABC	26.3/39
2.	Dallas	CBS	25.9/42
3.	A Team	NBC	24.5/37
4.	Simon & Simon	CBS	24.2/37
5.	60 Minutes	CBS	24.0/37
6.	Riptide	NBC	22.4/34
7.	Magnum, P.I.	CBS	22.2/34
8.	Bill Cosby Show	NBC	21.2/33
9.	Knot's Landing	CBS	20.5/33
10.	Hotel	ABC	20.3/34
11.	Family Ties	NBC	20.2/31
12.	Fall Guy	ABC	20.2/31
13.	Falcon Crest	CBS	19.9/34
14.	Cheers	NBC	19.8/30
15.	Cagney & Lacey	CBS	19.7/32
16.	Murder She Wrote	CBS	19.7/29
17.	Remington Steele	NBC	19.5/33
18.	Hill Street Blues	NBC	19.1/31
19.	Newhart	CBS	18.8/28
20.	Wet Gold	ABC	18.3/30
21.	Who's the Boss?	CBS	18.3/27
22.	Kate & Allie	CBS	18.1/27
23.	Night Court	NBC	18.1/27
24.	TV Bloopers & Prac. Jokes	NBC	18.1/27
25.	Aurora	NBC	18.0/28
26.	Facts of Life	NBC	17.4/26
27.	Jeffersons	CBS	17.3/26
28.	Highway to Heaven	NBC	17.2/27
29.	Scarecrow & Mrs. King	CBS	17.0/25
30.	Knight Rider	NBC	16.6/25
31.	Webster	ABC	15.8/26
32.	It's Your Move	NBC	15.8/24
33.	Love Boat	ABC	15.6/27
34.	Garfield Special	CBS	15.4/27
35.	L.A. Rams vs. Atlanta	ABC	15.4/27
36.	V	NBC	15.4/26
37.	Three's a Crowd	ABC	15.4/24
38.	Hardcastle & McCormick	ABC	15.3/23
39.	City Killer	NBC	14.9/24
40.	Alice	CBS	14.8/23
41.	Paper Dolls	ABC	14.8/22
42.	Benson	ABC	14.6/25
43.	Charlie Brown Special	CBS	14.6/24
44.	Gimme a Break	NBC	14.4/26
45.	Trapper John, M.D.	CBS	14.4/25
46.	St. Elsewhere	NBC	14.1/24
47.	Finder of Lost Loves	ABC	14.0/26
48.	20/20	ABC	14.0/23
49.	Cover-Up	CBS	13.7/26
50.	Call to Glory	ABC	13.3/20
51.	Diff'rent Strokes	NBC	13.0/24
52.	Matt Houston	ABC	12.7/22
53.	Charles in Charge	CBS	12.4/19
54.	T.J. Hooker	ABC	12.3/22
55.	Mike Hammer	CBS	12.2/21
56.	Ripley's Believe It or Not	ABC	12.2/19
57.	Miami Vice	NBC	12.1/21
58.	Jessie	ABC	12.1/20
59.	Cowboy and Ballerina	CBS	12.1/19
60.	With Intent to Kill	CBS	11.8/19
61.	Airwolf	CBS	11.6/21
62.	Hunter	NBC	11.1/18
63.	Partners in Crime	NBC	10.8/19
64.	Hawaiian Heat	ABC	10.6/17
65.	E/R	CBS	10.4/16
66.	The Jerk	ABC	10.3/16
67.	Dreams	CBS	10.0/15
68.	Hot Pursuit	NBC	9.1/17
69.	Punky Brewster	NBC	8.6/13
70.	Silver Spoons	NBC	8.2/13

*indicates premiere episode

ian, Miss. 39302. Principal is owned by Larry Torgeson (51%), Marvin Henry (24.5%) and Sarah King (24.5%). Torgeson and Henry are sales manager and program director, respectively of WQIC(AM) Meridian, Miss., which is owned by Torgeson's parents, Stanleigh and Dorothy Torgeson. Filed Oct. 25.

■ *Lawton, Okla.—Lawton Educational Broadcasting Foundation seeks 90.3 mhz; .378 kw; HAAT: 147 ft. Address: Route 4, Box 148 A, 73505. Principal is charitable trust headed by Harold W. Wilson. It has no other broadcast interests. Filed Oct. 29.

■ Folly Beach, S.C.—Charleston Communications seeks 97.7 mhz; 3 kw; HAAT: 100 m. Address: Suite 201, 100 Broad Street, Charleston, S.C. 29401. Principal is equally owned by Jay Douglas Mullen, William B. Hallman and James O. Pratt. They have no other broadcast interests. Filed Oct. 29.

TV's

■ Big Bear Lake, Calif.—Felice-Tec seeks ch. 59; ERP 5000 kw vis.; 500 kw aur.; HAAT: 2,000 ft.; ant. height above ground: 467 ft. Address: P.O. Box 1554, 22315. Principals are Joseph J. Felice (75%), Allan Stirling (10%) and three others. They have no other broadcast interests. Filed Oct. 10.

■ Palatka, Fla.—Pentecostal Revival Association Inc. seeks ch. 63; ERP 12.42 kw vis.; 1.24 kw aur.; HAAT: 312 ft.; ant. height above ground: 281 ft. Address: Rte. 4, Box 1506, 32077. Principal is equally owned by James L. Harrell Sr.; his wife, Dolly, and their son, James. It also is app. for LPTV in Palatka. Filed Oct. 15.

■ *Fort Wayne, Ind.—Fort Wayne Public Television Inc. seeks ch. 39; ERP 23 kw vis.; 2.3 kw aur.; HAAT: 747 ft.; ant. height above ground: 1,563 ft. Address: 227 E. Washington Blvd., 46802. Principal is nonprofit corporation headed by Thomas F. Scully, president. It has no other broadcast interests. Filed Oct. 17.

■ Hopkinsville, Ky.—Christian County Television Ltd. seeks ch. 51; ERP 1000 kw vis.; 100 kw aur.; HAAT: 432 ft.; ant. height above ground: 285 ft. Address: 2119 S. Virginia St., 42240. Principal is owned by D.J. Everett (100% control, 20% of capital) and Kentucky New Era Inc. (80% of capital). Kentucky New Era Inc. is publisher of *Kentucky New Era*, daily newspaper in Hopkinsville. It is owned by Robert C. Carter, chairman (5%); Nita R. Wood (47.5%), and trust controlled by her sister, Helen, and Helen's daughter, Rebbecca (47.5%). New Era owns LPTV station W43AG, and is app. for new LPTV in Hopkinsville. Everett is app. for LPTV's in Hopkinsville and Clarksville, Tenn.

Summary of broadcasting as of September 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,754	170	4,924
Commercial FM	3,658	418	4,076
Educational FM	1,165	173	1,338
Total Radio	9,577	761	10,338
FM translators	789	444	1,233
Commercial VHF TV	535	26	562
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,180	311	1,491
VHF LPTV	202	74	276
UHF LPTV	102	132	234
Total LPTV	295	210	505
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Filed Oct. 24.

■ Vineland, N.J.—Petrum Broadcasting seeks ch. 59; ERP 4118 kw vis.; 362 kw aur.; HAAT: 931 ft.; ant. height above ground: 1,049 ft. Address: 4326 Valley View Rd., Norco, Calif. 91760. Principal is owned by Marshall G. Peters (30%); his wife, Linda (30%), and Linda Trumbly (40%). It has no other broadcast interests. Filed Oct. 22.

■ Memphis—Jack Townes seeks ch. 50; ERP 5000 kw vis.; 500 kw aur.; HAAT: 1,116 ft.; ant. height above ground: 1,088 ft. Address: 157 Poplar Ave., 38104. Principal has no other broadcast interests. Filed Oct. 22.

■ Conroe, Tex.—TRG Broadcasting Systems Inc. seeks ch. 55; ERP 3760 kw vis.; 376 kw aur.; HAAT: 1,575.25 ft.; ant. height above ground: 1,616.75 ft. Address: Box 422, Centerville, Tex. 75833. Principal is owned by Thomas R. Gilchrist, who owns CP for new TV in Jacksonville, and is app. for new TV in Lubbock, and new FM in Victoria, all Texas. He also owns cable TV systems in Centerville, Oakwood, Leona, Midway, Normangee, New London, Turnertown, Laneville, New Summerfield, Mount Enterprise and Leakey, all Texas. Filed Oct. 18.

■ Decatur, Tex.—Wise County Messenger Inc. seeks ch. 29; ERP vis. 5000 kw; aur. 500 kw; HAAT: 479 ft., ant. height above ground: 467 ft. Address: P.O. Box 149, 76234. Principal is owned by Roy Eaton. It has no other broadcast interests. Filed Oct. 26.

■ Fort Worth—Dave Resse seeks ch. 52; ERP 5000 kw vis.; 500 kw aur.; HAAT: 1,209.6 ft.; ant. height above ground: 1,173.6 ft. Address: 1080 Pinehurst, Las Vegas 89109. Principal is owned by Reese (51%) with other limited partners to be named. It has no other broadcast interests. Filed Oct. 19.

Facilities Changes

Applications

AM's

Tendered

■ WPIK (990 khz) Flomaton, Alaska—Seeks CP to change power to 2.5 kw. App. Oct. 23.

■ WINU (1510 khz) Highland, Ill.—Seeks CP to change freq. 880 khz; add night power with 250 w; increase day power to 5 kw; install DA-2; change TL, and make changes in ant. sys. App. Oct. 26.

Accepted

■ KLNI (1380 khz) Pearl City, Hawaii—Seeks mod. of lic. to operate transmitter by remote control. App. Oct. 24.

■ WERA (1590 khz) Plainfield, N.J.—Seeks MP to make changes in ant. sys. App. Oct. 26.

■ WACK (1420 khz) Newark, N.Y.—Seeks CP to make changes in ant. sys. App. Oct. 26.

■ KSKY (660 khz) Balch Springs, Tex.—Seeks MP make changes in ant. sys. App. Oct. 23.

Canceled

■ WUST (1120 khz) Washington—CP to increase power to 5 kw. Canceled Oct. 26.

■ WMAF (1230 khz) Madison, Fla.—CP to make changes in ant. sys. Canceled Oct. 26.

■ WTMC (1290 khz) Ocala, Fla.—CP to make changes in ant. sys. Canceled Oct. 26.

■ WFCV (1090 khz) Fort Wayne, Ind.—CP to change city of lic. to New Haven, Ind.; add nightime service with 500 w; install DA-2, and change TL. Canceled Oct. 26.

■ WMLP (1380 khz) Milton, Pa.—CP to make changes in ant. sys. and change SL. Canceled Oct. 26.

■ WNBT (1490 khz) Wellsboro, Pa.—CP to make changes in ant. sys. Canceled Oct. 26.

FM's

Tendered

■ *WASJ-FM (89.5 mhz) Grove City, Pa.—Seeks CP to change freq. 90.9 mhz and change ERP to 0.156 kw. App. Oct. 26.

Accepted

■ KJAX (99.3 mhz) Stockton, Calif.—Seeks CP to change ERP to 2.95 kw. App. Oct. 26.

■ KBCO (97.3 mhz) Boulder, Colo.—Seeks CP to change TL; change HAAT to 1,541 ft.; install DA, and make changes in ant. sys. App. Oct. 24.

■ WCVU (94.5 mhz) Naples, Fla.—Seeks CP to change TL; change HAAT to 1,187.688 ft., and make changes in ant. sys. App. Oct. 24.

■ WTAY-FM (101.7 mhz) Robinson, Ill.—Seeks CP to make changes in ant. sys. App. Oct. 26.

■ WNSN (101.5 mhz) South Bend, Ind.—Seeks CP to change ERP to 13 kw. App. Oct. 24.

■ KITR (101.7 mhz) Creston, Iowa—Seeks CP to change TL; change ERP to 1.85 kw; change HAAT to 400 ft. App. Oct. 26.

■ WFMK (99.1 mhz) East Lansing, Mich.—Seeks CP to change TL and make changes in ant. sys. App. Oct. 24.

■ WHWL (95.7 mhz) Marquette, Mich.—Seeks CP to change SL. App. Oct. 26.

■ KELE (100.1 mhz) Aurora, Mo.—Seeks CP to change TL; change ERP to 1.65 kw, and change HAAT to 400 ft. App. Oct. 26.

■ WDHA-FM (105.5 mhz) Dover, N.J.—Seeks CP to make changes in ant. sys.; change ERP to 1 kw, and change HAAT to 564.816 kw. App. Oct. 24.

■ WMGQ (98.3 mhz) New Brunswick, N.J.—Seeks CP to change ERP to 1.25 kw and change HAAT to 531.36 ft. App. Oct. 26.

■ WGTZ (92.9 mhz) Eaton, Ohio—Seeks CP to install aux. ant. sys. App. Oct. 26.

■ WSKS (96.5 mhz) Hamilton, Ohio—Seeks CP to change SL. App. Oct. 26.

■ *KWGS (89.5 mhz) Tulsa, Okla.—Seeks CP to change ERP to 50 kw and change HAAT to 1,066.656 ft. App. Oct. 24.

■ WCKN-FM (101.1 mhz) Anderson, S.C.—Seeks CP to change HAAT to 1,012 ft. App. Oct. 24.

■ KTKS (106.1 mhz) Denton, Tex.—Seeks CP to install aux. sys. App. Oct. 26.

■ KYKX (105.7 mhz) Longview, Tex.—Seeks CP to 1,005 ft. App. Oct. 26.

■ KZRQ (92.1 mhz) Seabrook, Tex.—Seeks CP to change ERP to 1.4 kw. App. Oct. 24.

■ KSWW (97.7 mhz) Raymond, Wash.—Seeks CP to make

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